

Can You Dig It?

Red Hot Bullets **Blueprint** - Session 2



IN THIS SESSION:

- PART 1: The 3-D Bullet Blueprint
- PART 2: Market Research Strategies
- PART 3: Google Wizardry & Witchcraft 101
- PART 4: Bullseye Your Tarket



PART 1:

The 3-D Bullet

Blueprint



The 3-D Bullet Blueprint

1. Dig

2. Draft

3. Develop

The 3-D Bullet Blueprint

1. >> **Dig** << (*you are here!*)
2. Draft
3. Develop

**“Great ads are built on
deep research.”**

Gary Bencivenga

“The best copywriters are tenacious researchers. Like miners, they dig, drill, and ship until they have carloads of ore. John Caples advises us to gather seven times more information than we can use.”

Matt Bockenstette, Copy Legends

PART 2:

Market Research

Strategies



Market Research - 3 C's

- Company Research
- Competitive Research
- Customer Research



Market Research - 3 C's

- **Company Research**
- **Competitive Research**
- **Customer Research**



Market Research - 3 C's

- Company Research
- **Competitive Research**
- Customer Research



Market Research - 3 C's

- Company Research
- Competitive Research
- **Customer Research**



Discover the Coyote-Badger Method



Survey Says...

So who the heck is your target market anyway?

Well, maybe *ask them*. If you have an established business and/or client list, consider sending out a simple **survey** to get feedback.

Here are a few pro tips:



1. Don't sweat the small stuff!

We know attention is a valuable commodity.

So, the **more questions you add** to your surveys, the **lower quality answers** you'll get (if your customers finish at all).



2. Where's the beef?

People are much better at describing their **challenges** and **hardships** than they are at telling you what works for them.



3. We could all use a win

Consider offering a **reward** for completing your survey.

It does NOT have to be a true freebie– it could be a discount at your store or just a *chance* to win something.



Everybody's Talkin' At Me

Online reviews and comments are another great source to mine for market research.

Who needs to ask, when people are lining up to tell you exactly what they think?



1. Read between the lines

Reviews often say more about the reviewer than the product. But for us, that's a good thing!



2. Steal their words

If your prospects are baring their hearts to you, then you know exactly where to aim.



3. Add it up

One review or comment is just a data point.
Together, they show trends.

And don't stop at just your reviews. Check
out your competitors too!



The Enemy of My Enemy

While you are scoping the competition, why not look at... **your competitors' copy?**

Who do *they* think is the target market?



Front Page of the Internet

Forums like [Reddit.com](https://www.reddit.com) and similar social media let you study your target market “in the wild”, i.e. interacting with each other and NOT with other companies or marketers.



1. A home for every hobby

Reddit has an abundance of “subreddits” for almost every interest you can think of (and plenty that you *wouldn't* think of).



2. Good karma

Each post or comment on Reddit has its own “karma” score, which is roughly the net value of “upvotes” and “downvotes”.



3. Masquerade ball

Who are you really talking with anyway?

Reddit's users skew American, white, male, liberal, and (especially since COVID) *young*.



Media Kits

Let corporations do your legwork for you by accessing their **media kits**!

1. Visit magazines.com
2. Find periodicals that would interest your tarket
3. Go directly to that magazine's site and look for their advertising section
4. Find their Media Kit or Advertiser's Kit
5. Strike gold with the demographics they've already collected



Big Data

If you need your numbers and graphs fix (*and you don't want to pony up the cash*), we have a few FREE tricks up our sleeves:

- Google Trends: <https://trends.google.com/>
- AnswerThePublic: <https://answerthepublic.com/>
- Data USA: <https://datausa.io/>



PART 3:

Google Wizardry & Witchcraft 101



Tip #1

Keep it simple...
then get specific



Tip #2

Think in terms of keywords



Tip #3

Run your search twice...
on different browsers



And now for a few magic spells...



Use a hyphen (-) to exclude terms



🔍 mustang for sale -car



Google Search

I'm Feeling Lucky



Use quotes (“”) to find an exact phrase

A search bar with a magnifying glass icon on the left and a close button (X) on the right. The text "Chase Morgan" is entered into the search bar.

Google Search

I'm Feeling Lucky



Use OR to search alternate phrases



Search bar containing the text: "copywriting workshop" or "marketing workshop". The bar includes a magnifying glass icon on the left, a close button (X) on the right, and a microphone icon on the far right.

Google Search

I'm Feeling Lucky



Use an asterisk (*) when you need a wildcard (i.e., any word)



Search bar containing the text: how * target market

Google Search

I'm Feeling Lucky



Use two dots between numbers (#..#)
to search the whole range



venue rental \$1000..\$2000 and 50..100 guests



Google Search

I'm Feeling Lucky



Use *site:* to search a specific website



Search bar containing the text: `copywriting site:reddit.com`. The search bar includes a magnifying glass icon on the left, a close button (X) on the right, and a microphone icon on the far right.

Google Search

I'm Feeling Lucky



Use *filetype:* to find results using a specific file type



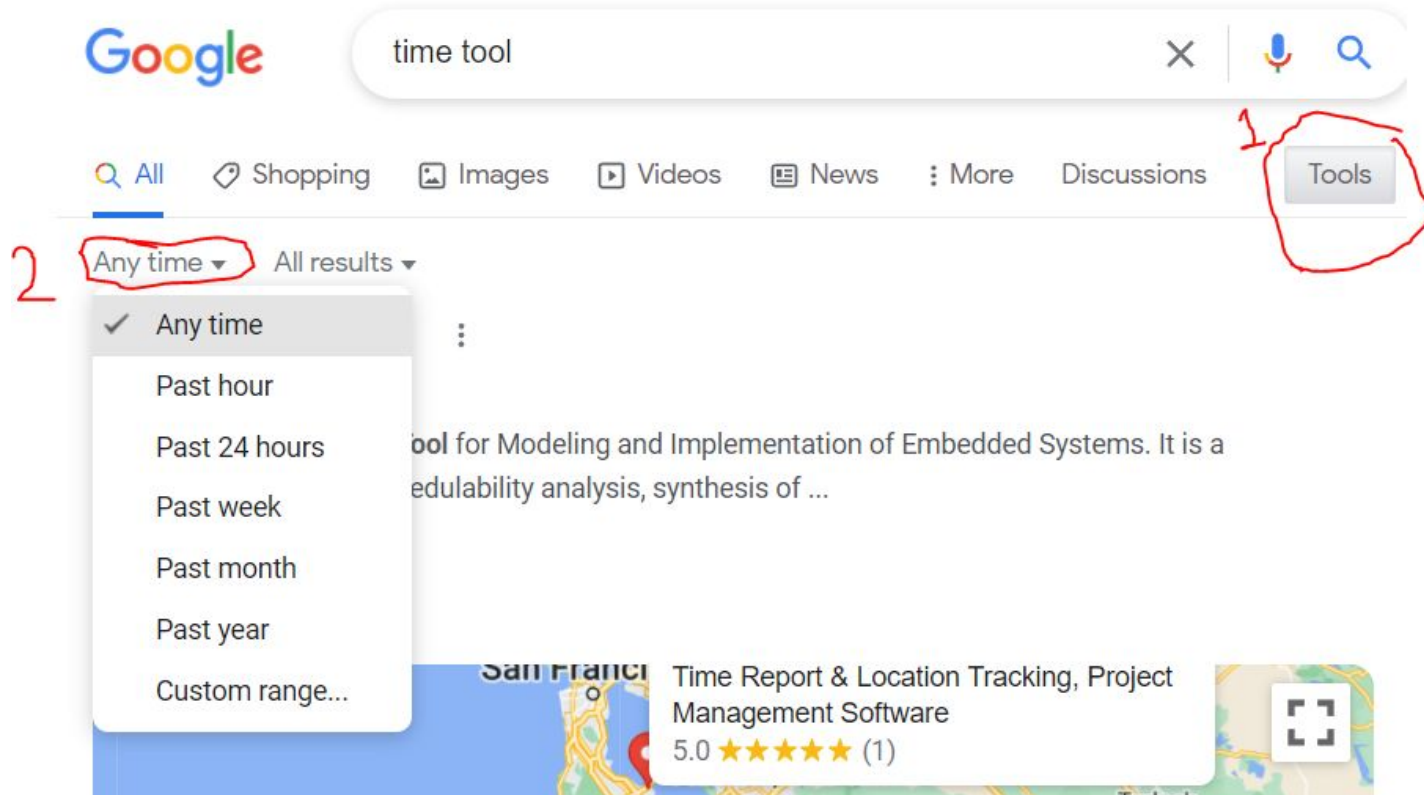
Search bar containing the text: `copywriting bullets filetype:pdf`. The bar includes a magnifying glass icon on the left, a close button (X) on the right, and a microphone icon on the far right.

Google Search

I'm Feeling Lucky



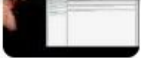
Use the time tool to search for recent (or older) results



Check out related searches

× 🔍

Apr 17, 2017 — Ah, the art of **bullet writing**. ... 4-man team in base beautification; cleaned 4 sq miles in 8 hours—**improved** image of facilities & compound.



Related searches ⓘ

🔍 bullet statements examples

🔍 air force bullet generator

🔍 air force bullet examples

🔍 epr bullets

🔍 bullet writing generator

🔍 bullet writing tool

🔍 epr bullet generator

🔍 air force bullet writing tool

 >

1 2 3 4 5 6 7 8 9 10 Next

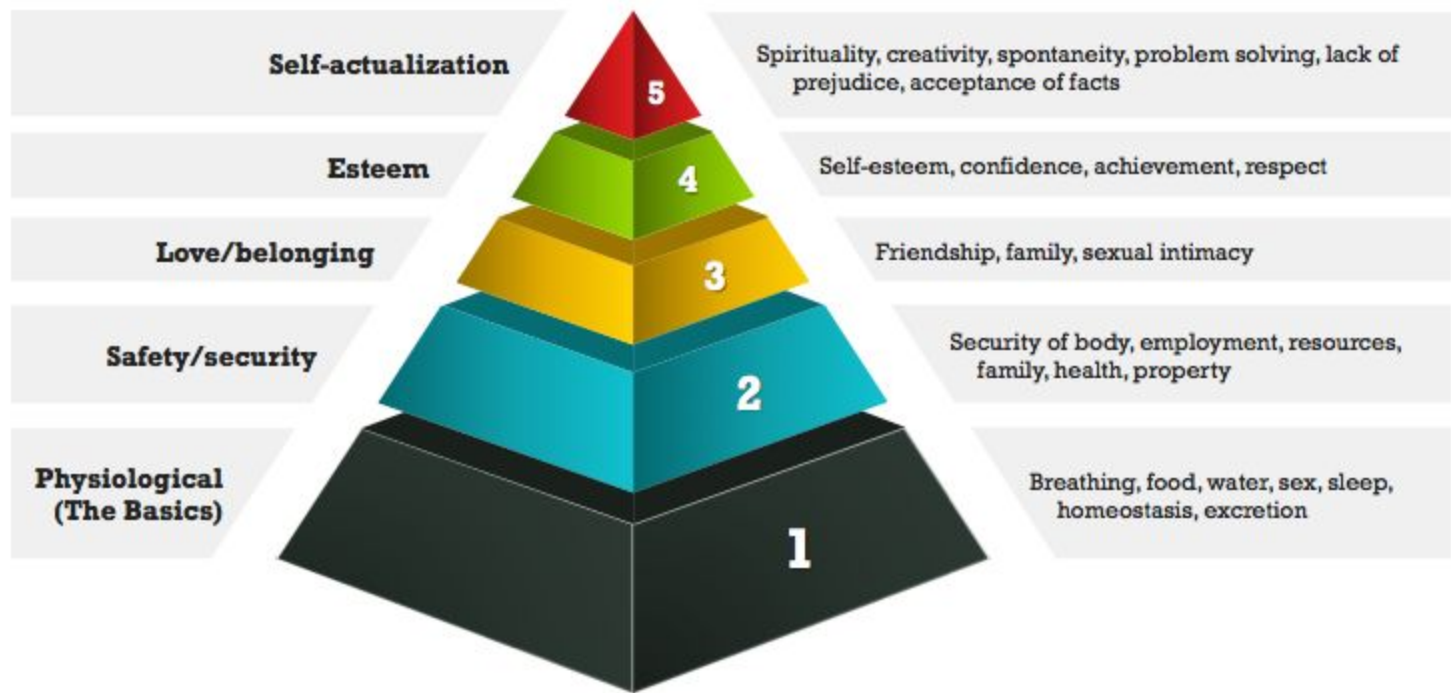


PART 4:

Bullseye Your Tarket



MASLOW'S HIERARCHY OF NEEDS



Thrive Like a Cave Dweller



- Basic needs lead to “**greed**” and **gain** for survival
- **Social acceptance** improves your chances
- **Higher social status** leads to more security (and cooler things)
- Procreation is in our DNA so **sex & attractiveness** are baked right in
- Sense of **duty** and **reciprocity** to help the tribe thrive



There Can Be Only One...



Your Tarket is your ideal client...

Target Market is Plural
TARGET is Singular



Volvo's Tarket

A 35-year-old mother of two.

Not a female college student. Not even a 35-year-old
FATHER of two.

That's not to say one of those other people might not buy a
Volvo...but Volvo knows the power of focusing on ONE
specific Tarket.



USA Today's Tarket

A 40-year-old male businessman who travels.

Do other people buy *USA Today*? Of course!!

But, remember, you can only market effectively to ONE person at a time.



Demographics

This is the end of research road for a lot of people, but we're going to dig deeper...

- Age
- Gender identification
- Marital status/history
- Kids
- Aging parents/grandparents
- Education
- Occupation(s)
- Pets
- Hobbies
- Fitness level
- Physical attributes



Making Your Tarket Come Alive

Let's take a look at our handout...



Red Hot Copy's Tarket

Nikki Stanton, a 38-year-old divorced entrepreneur with a public relations firm she runs out of her home. She's Internet and business savvy. Invests most of her profit back into the business. Lives in San Diego in a gated community with her 10-year-old daughter, Madison. Involved in her daughter's school and drives her to dance classes. Has a home office making approximately \$117,000 per year. Jogs 3 times a week in the neighborhood. She loves to find bargains on designer clothes. And dreams of visiting Italy with her daughter someday.



Secret Shortcut: Life Events

Under a time crunch? Flesh out your Tarket quickly by asking yourself:

What **life event(s)** is my Tarket going through right now?



Why life events?

Those who have undergone **a major life event in the past year** are more likely than the general population both to **try new products** and to **switch brand loyalty**.



How does the shortcut work?

Schemas. Our brains' filing system is organized by *relationships* between concepts.



Before You Start the Next Session...

Challenge Round:

- Research your market
- Create your Target



Introducing...

**The Soli-Tude
Ranch Retreat**



Ranch Retreat

- You are the **main speaker** of an intimate 3-day on-site workshop in rural Arizona.
- **You** decide the topic and goals of the event.
- This gives you the opportunity to start crafting bullets about your expertise.
- *If you don't want to be the main speaker, you can write this for a client of your choosing.*



Ranch Retreat - Location

- The workshop is at a private residence in Pearce, AZ.
- Attendees will lodge and eat at the bed and breakfast next door called the [Dreamcatcher Inn](#).
- Maximum capacity is 12.



Ranch Retreat - Facilities

- Laid back living room interior
- Large presentation screen
- Buffet area
- 14 acres of rustic landscape for outdoor activities



Ranch Retreat - Local Highlights

- Solitude
- Wildlife
- Hiking in the Chiricahua Mountains
- Birdwatching
- Biking
- Hunting
- Horseback riding
- Western history
- Sunsets

